

## Sales Executives Call Cunningham Executive of '68

Chairman and President Harry B. Cunningham was named the 1968 Marketing Executive of the Year by the Sales/Marketing Executives of Detroit. Mr. Cunningham was honored on November 19 at the 16th Annual Top Management Luncheon.

In relating Mr. Cunningham's rise from store manager to chief executive officer and his creation of the K mart concept, the Sales/Marketing Executives of Detroit noted:

"K mart meets the specific needs of each community. But all K marts have one thing in common—adherence to Cunningham's information about the modern housewife's shopping habits. The shopper of today might be saving to send the children to college to buy a vacation home, or to take a trip to Europe," Cunningham said. "A savings program must be in the budget, but there is no savings where you disregard quality. Therefore, Cunningham reasoned, K mart would sell only first quality goods."

"Study has also shown that most customers were willing to wait on themselves," Cunningham said. "They are used to it from grocery supermarket experience and now most shoppers prefer self-service."

"Time has proven Cunningham's approach correct. K marts are the strongest and still the fastest growing practitioners of merchandising. As a side benefit to the public, their success has had a profound effect on the betterment of the entire retail industry."

## Troy Is Site Of New Offices

(Continued from page one)

move. In addition to our sentinel attachment to the present building, which has been a second home to many of us for years, there are numerous obvious reasons for our preferring to stay in the City of Detroit.

"On the other hand, there will be many more modern, convenient, efficient, comfortable and attractive features of our new home. Architectural plans are completed and the initial stage of the new building will provide approximately 500,000 square feet of space with substantial expansion capability. Construction will start late this year with completion scheduled for 1971."

Claude M. Booker, executive vice president for merchandising, has been given overall responsibility for coordinating all plans for the Troy building. He is being assisted by Russell E. Duncan who retires as head of the construction department on January 31.

## Dejaeghere Gets Western Field Post

Ronald R. Dejaeghere, former manager of K mart 4121, Denver, Colo., was appointed a district manager in the Western Region. The appointment, effective December 2, was announced by Fred K. Nieman, executive vice president for operations and management.

Mr. Dejaeghere joined the Kresge Company in 1949 at Kresge 226, Grosse Pointe, Mich. He was promoted to the store management field in 1959 at Kresge 239, Chicago, Ill. Since that time he has managed seven stores, including K mart 4069, Casper, Wyo.; 4131, Englewood, Colo., and 4187 and 4121, Denver.



This is the Mustang that four Charlotte, N. C., K marts entered in the annual "National 500 and Carolina 250 Stock Car Races" last September.

## Charlotte K marts Promote National 500; Carolina 250

The thrill of excitement overtook the town of Charlotte, N. C., on September 3, 1968, of the day of the "National 500 and Carolina 250 Stock Car Races". This was the second of two NasCar racing events held in Charlotte each year with K mart as a major promoter.

Stores 4053, 4060, 4137 and 4251 planned extensive promotional activities for the week preceding the races, including entering a car in the GT Race and the National 500. Drivers Bud Moore and Lee Roy Yarbrough visited stores along with Vivica Wilson, Miss Charlotte Motor Speedway. Hundreds of fans met the drivers, received autographed pictures and registered for free race tickets and a color TV set.

In spite of the rain, enthusiasm ran high on the day of the race.

Signs at every track entrance read: Welcome Race Fans and Thank You for Shopping at K mart. Event on the National 500 and Carolina 250 Stock Car Races. This was the second of two NasCar racing events held in Charlotte each year with K mart as a major promoter.

The Charlotte K marts are proud of their part in promoting the National 500 and intend to work with their community to keep Charlotte a great racing capital of the nation.

## Krug Heads Central Food Operation; Langworthy Retires after 33 Years

Richard C. Krug, former district food manager, has been appointed regional food manager in the Central Region to succeed Earl D. Langworthy who retires January 31. Grant W. Morck, vice president for the Central Region, announced the promotion which is effective February 1.

Mr. Krug became affiliated with the Kresge Company in 1955 at Kresge 7, Indianapolis, Ind. For the past 13 years he has managed

food departments and served as a district food manager.

Mr. Langworthy completes 33 years of Kresge service. He began his career in 1936 at Kresge 326, Omaha, Neb. He managed the food operations in stores 593, Moline, Ill.; 24, St. Louis, Mo.; 56, Louisville, Ky., and 480, Chicago, Ill., before being named a food supervisor in 1944. After serving as a superintendent for eight years, he was made food manager at Kresge 1, Detroit, Mich. He was appointed regional food manager in 1956.

## 1969 Strategy

## All District Managers To Convene in Detroit

Ervin E. Wardlow, vice president for sales, said the annual spring District Managers Conference will kick off February 17 with the theme of a two billion dollar plus sales goal for 1969. All Kresge, K mart and Jupiter district managers and regional merchandise managers will attend the five-day conference at the Masonic Temple, located near the Detroit Office.

Buyer presentations on spring merchandise are scheduled for Monday, Tuesday, Thursday and Friday. Executive presentations and the president's annual dinner, to be held at the Statler-Hilton Hotel, will be on Wednesday. Also attending is session and the presidential dinner will be all regional office executives, specialty department supervisors, food district managers and all security supervisors.

Ernst F. Faigle, George K. Theising, Dwight W. Preller, Richard H. Falck and Denver W. Baynum, specialty department senior buyers, will have separate meetings on Thursday or Friday with their specialty department supervisors.

Immediately following the Detroit Meeting, regional executives and district managers will discuss the essentials of the conference in each regional office. District managers will then hold two-day meetings with store managers in their respective districts.

## Mr. Remington Gets Remington For Enterprises

Early this year, the sporting goods division of K mart Enterprises, Inc. became a distributor for Remington Arms Company, Inc. in Bridgeport, Conn., the leading manufacturer of sporting guns and ammunition in the United States.

The appointment is the result of the efforts of James Remington, K mart Enterprises buyer. The association is particularly gratifying to Mr. Remington because he is a descendant of the same Remington family that founded the Remington Arms Company.

The management of K mart Enterprises commented that this move reflects favorably on K mart's position as the fastest-moving and most progressive national chain in the country.

## Rosebrook Heads Credit In the West

Richard R. Rosebrook, former manager of the national credit office in Detroit, Mich., has been appointed manager of the new Western Region credit office in Los Angeles, Calif.

The appointment, effective March 15, was announced by Herbert S. Christer, general credit manager.

As of March 15, Clifton W. Lewis Jr. becomes manager of all operations at the national credit office in addition to his responsibilities as assistant general credit manager.

Mr. Lewis will be assisted by Peter C. Yarnevich and Douglas K. Bildson, newly named credit office managers. Mr. Yarnevich, former manager of the data processing operation, will have direct responsibility for bookkeeping, data processing, customer service, new accounts and cashiering, refer and authorization and mailing. Mr. Bildson, a former manager in the collections department, will have direct responsibility for all collections operations.

## Foreign Firms Send Executives To Study Kresge And See K marts

The Kresge Company has attained a worldwide reputation as a leader in the mass merchandising field. Business from many foreign countries came to the Detroit Office in 1968 to study the company's merchandising and operating procedures. Most of the visitors were especially interested in the K mart operation.

Representative visitors were: Dr. Kurt Traub of TIA in Argentina; Mr. M. A. Galazra of National Cash Register in Mexico; Mr. H. J. Weizel of National Cash Register in Germany; Mr. Pierre Bogrand of Prusunic in France; Mr. Max K. Kift of Kift's Holdings in Australia; Mr. W. H. Hodson of the National Bank of Australasia in Australia; Mr. Wilhelm Weidenbruck of Kepa-Kaufhaus in Germany; Mr. K. C. B. Mackenzie of British Home Stores, Ltd., in England; Mr. Cavelti of Globus Department Store in Switzerland; Mr. Klas Holmberg of Ahlen & Holm in Sweden; Mr. Guillermo Gonzalez Nova of Comercial Mexicana in Mexico; Mr. Toulemonde of Pardis in France; Mr. L. R. Robinson of G. J. Coles & Co., Limited in Australia; Mr. Gouaux of Carrefour Supermarche in France; Mr. Zollner of Migros in Switzerland and Mr. J. S. Clarke of McKenzies in New Zealand.



The Port of Bremen, Germany, prepares to ship its 100,000th crate of merchandise on November 5 because the container carried toys, hardware and wood products bound for Kresge stores. Participating in the event was Bridgett Kraft of the company's European office in Nuernberg.